



Pedestrian Plans and Farmers' Markets:

Making the Healthy Choice More Accessible in Your Community

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Kentucky Public Health
Prevent. Promote. Protect.





HEALTHY NUMBERS FOR KENTUCKY FAMILIES

Health doesn't begin in a
doctor's office.

**It begins where we live,
work, learn and play.**

Social Ecological Model

PUBLIC POLICY

National, state, local laws

COMMUNITY

Access, design, spaces, connectedness, cultural values, social norms

ORGANIZATIONAL

Child care centers, schools, workplaces, faith-based or social organizations

INTERPERSONAL

Family, friends, social networks

INDIVIDUAL

Knowledge, attitudes, skills

Prevention Across Sectors



**Early Care &
Education**



Schools



**Worksite
Wellness**



Breastfeeding

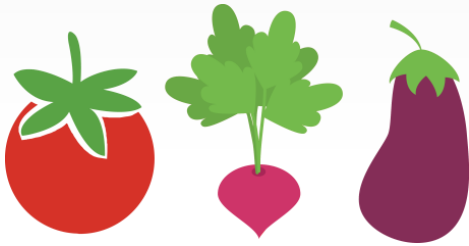


**Access to
Healthy Foods**



**Access to
Physical Activity**

Access to Healthy Foods



Adults consume vegetables 1.6 times per day and fruits 1.1 times per day – well below the 5 a day recommendation.



1 in 5 adults report difficulty getting affordable fresh produce.



Across the state, many communities have at least 25% of the population participating in federally funded nutrition assistance programs.

Access to Physical Activity



16.6% of adults meet recommended physical activity guidelines.

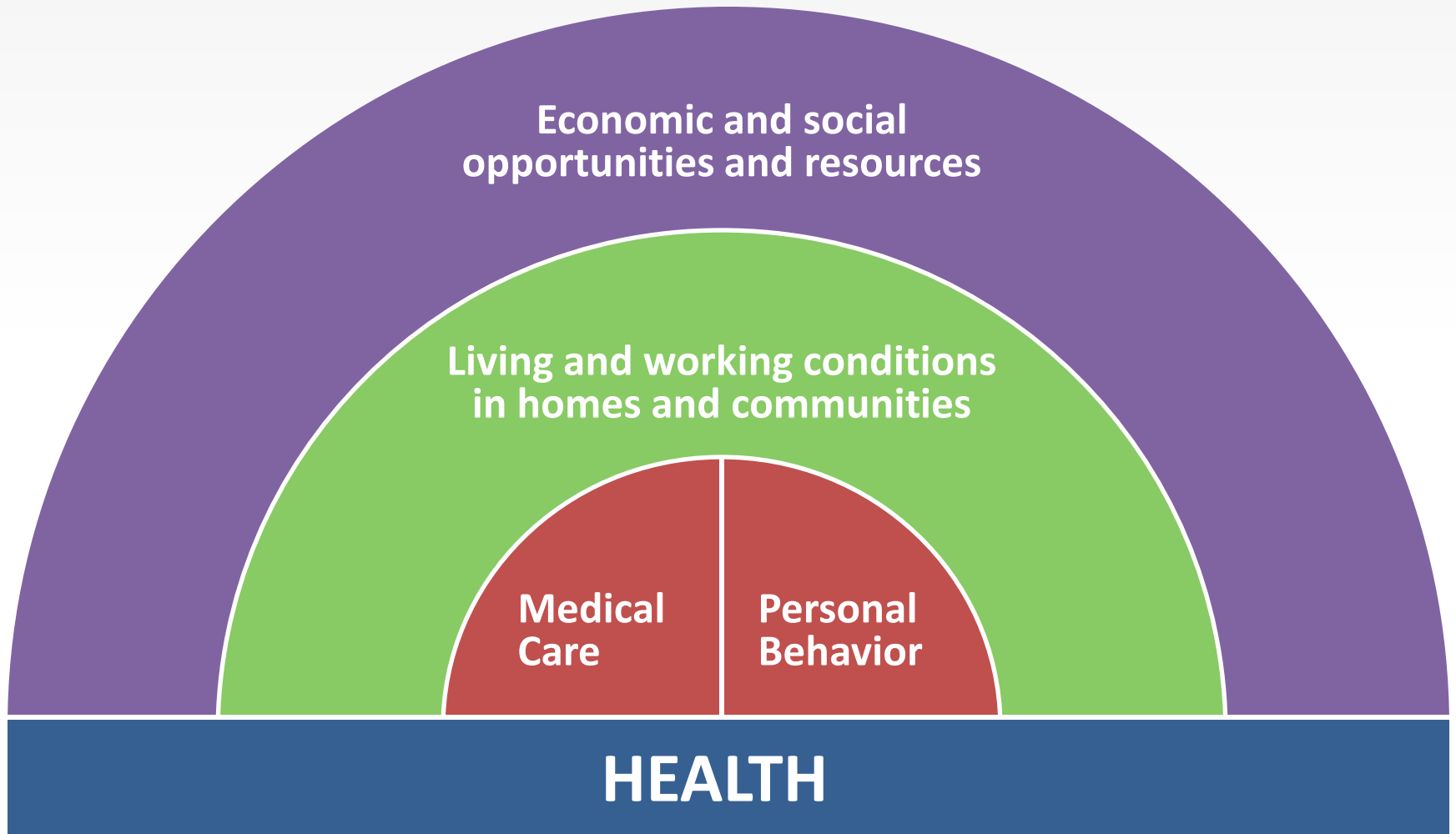


68% of children have sidewalks or walking paths in their neighborhoods.



Only 27 of the 500 cities and towns in Kentucky have adopted pedestrian plans.

Social Determinants Model



Partnership for a Fit Kentucky

Our vision for Healthy Foods and Physical Activity

BENEFITS

What's so great about farmers' markets?

HEALTH	COMMUNITY CONNECTIONS	FOOD EQUITY	SUSTAINABLE FOOD SYSTEM
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Variety of Nutrients | Farmers' markets provide a one-stop-shop for a wide variety of types and colors of produce so your body gets the mix of nutrients it needs to be healthy.

Know Your Farmers | Farmers' markets offer the opportunity to talk directly with local farmers, build personal relationships between producer and consumer.

Affordability | People with lower incomes typically spend a greater percentage of their wages on food. Accepting federal food assistance benefits is just one way farmers' markets can help.

Sustainable Food System | Sustainable food systems meet a community's nutrition, economic and social needs without compromising the environment.⁴

Kentucky's Vision for Access to Healthy Foods

All Kentuckians at all times will have access to safe, affordable, culturally acceptable and nutritious food that meets their dietary needs for an active and healthy life.

Farmers' markets are one way to improve access to healthy foods in communities by establishing markets in underserved areas and supporting the acceptance of federal food assistance benefits in existing markets.



BENEFITS

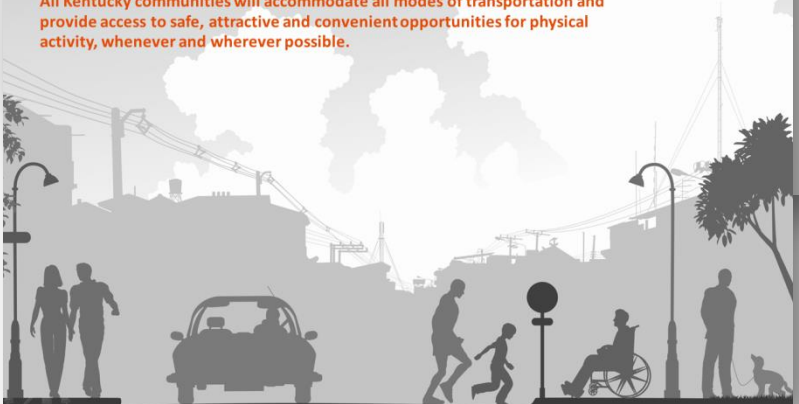
Why should we design communities for physical activity?

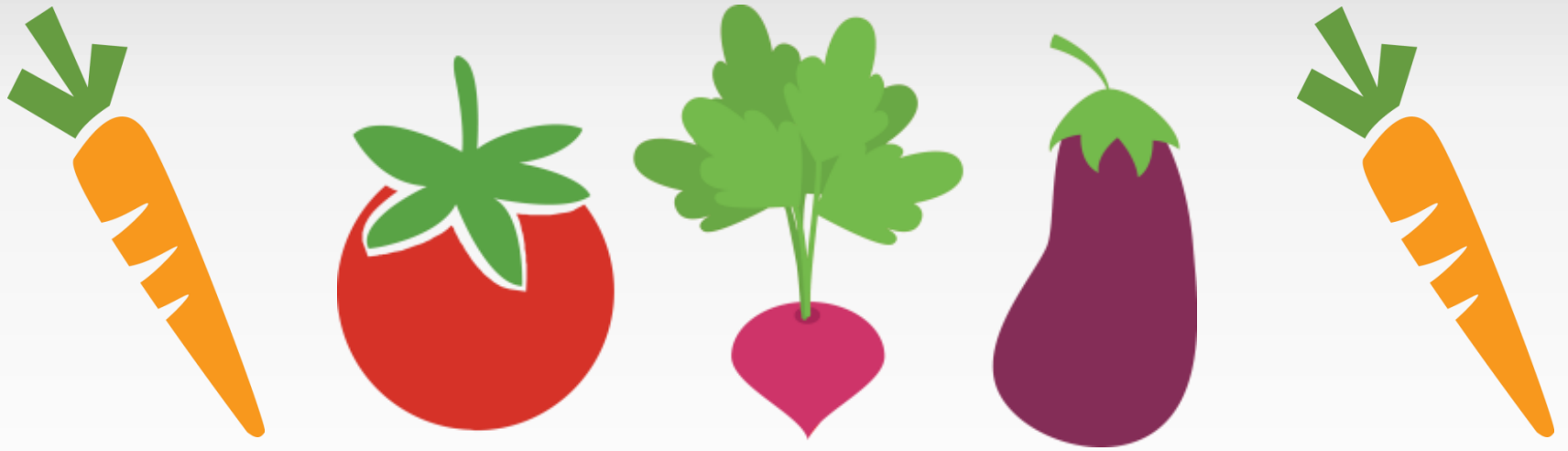
ACTIVE TRANSPORTATION, such as walking or bicycling, allows residents to get physical activity while performing daily routines such as commuting to work or school.¹ Walking is actually one of the most popular forms of physical activity for adults because it does not require special skills or expensive equipment, and it can be incorporated into any busy lifestyle.

HEALTH	SAFETY	ECONOMICS
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Kentucky's Vision for Access to Physical Activity

All Kentucky communities will accommodate all modes of transportation and provide access to safe, attractive and convenient opportunities for physical activity, whenever and wherever possible.





OUR VISION

All Kentuckians at all times will have access to safe, affordable, culturally acceptable and nutritious food that meets their dietary needs for an active and healthy life.

FARMERS' MARKETS

Feeding Kentuckians with Kentucky Foods

Health

Community Connections

Food Equity

Sustainable Food System

FARMERS' MARKETS

Current Status

- Over 263,300 farmers in Kentucky
- Farmers only receive 15.8 cents of every food dollar spent in a chain retailer
- 158 farmers' markets in at least 105 counties



FARMERS' MARKETS

Key Components



Incentive Programs



Summer Feeding Program



Double Dollars @ Farmers' Markets



Farmers' Market Communication Goals

Increase
awareness
Farmers'
Markets and
the need to
increase
access to
healthy foods.

Create a
demand for
healthy,
nutritious
food in our
communities.

Create a
structure for
training for
farmers and
market
managers.

Opportunities for Engagement

Organization structure

- Support for small business meeting space, technology training, strategic planning
- Become Friend of the Farmers Market

Community engagement

- Book clubs & documentaries on the food system
- Cooking classes, recipe books, knife skills, food budgeting
- Promotion & Engagement

Physical Location

- Research community locations
- Help gain community input
- Connect to Library

Incentive Programs

- Promote summer feeding and summer reading
- Pair reading and education programs with Kids Bucks
- Promote Veggie Rx and Double Dollars



OUR VISION

All Kentucky communities will accommodate all modes of transportation and provide access to safe, attractive and convenient opportunities for physical activity, whenever and wherever possible.

Benefits of a Walkable Community

Health

Safety

Economics

Pedestrian Plan

First step to a walkable community

Pedestrian Plan – a detailed plan that engages community members to identify priorities for creating a safe, attractive walking and biking environment for people of all ages and abilities.



When adopted by local government will serve as official documentation of your community's need and readiness for improvements

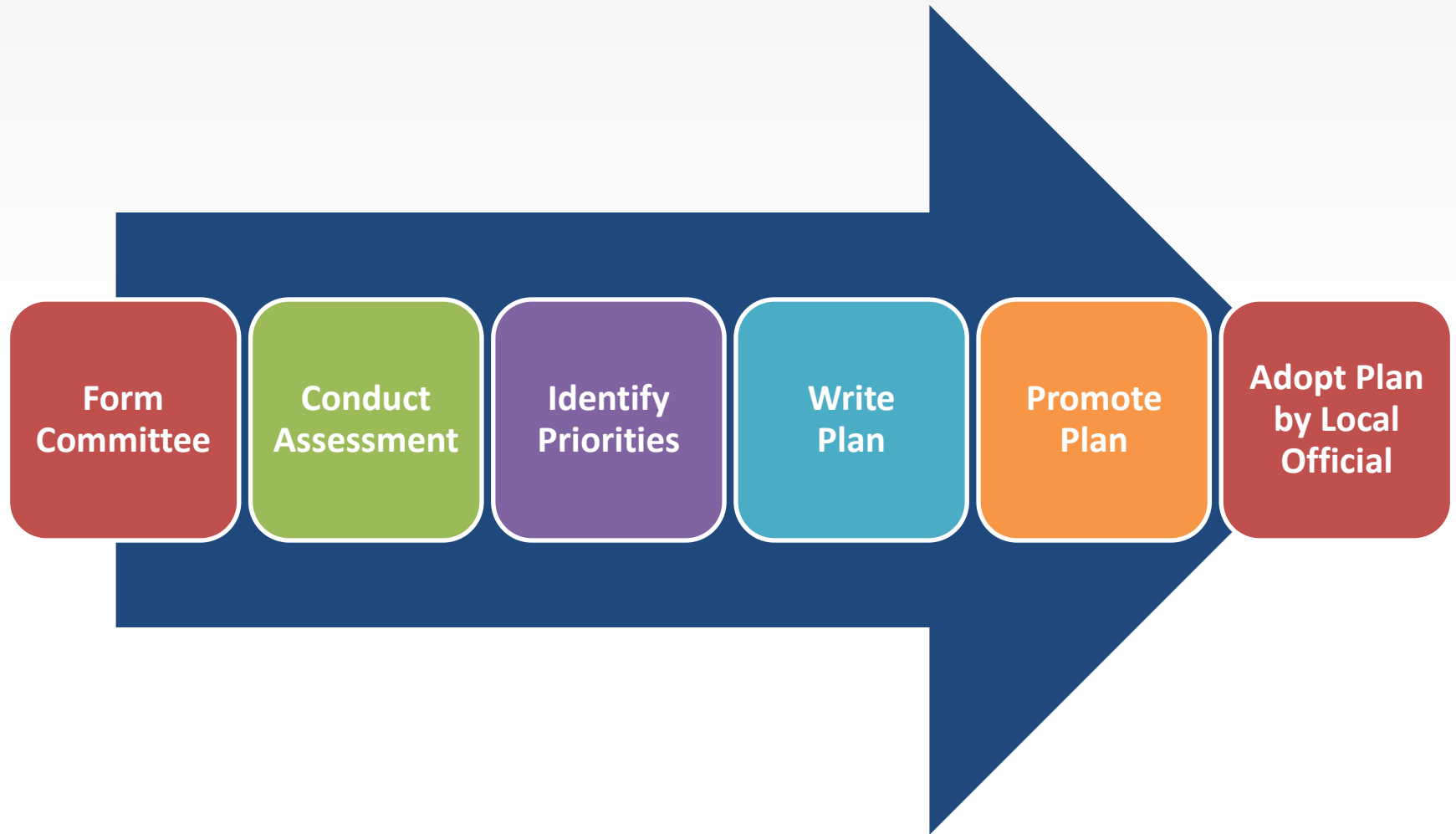
PEDESTRIAN PLANS

Current Status



PEDESTRIAN PLANS

How to Develop and Adopt the Plan



P.L.A.N.

People

- Identify target audience
- Convene a committee
- Identify groups to assist project

Location of Focus

- Map assets
- Identify a priority area
- Ask for input on priority projects
- Conduct walkability assessments

Assessment of Priorities

- Review results with Committee
- Write a need and purpose statement for each project
- Assemble pedestrian plan

Network Your Plan

- Obtain approval for pedestrian plan by local officials
- Share plan with community and KY Transportation Cabinet

North Somerset

North Somerset contains all three different types of bicycle options: shared lanes/signed routes, bike lanes/separated bike lanes, and separated trails/shared use-paths. Listed below are the selected routes.



The recommended shared lane/signed routes are:

- KY 1575 (University Drive)
- Oak Leaf Lane, around Northern MS to KY 39
- Old Pumpphouse Road, from KY 39 to KY 3260
- East Somerset Church Road, from KY 39 to KY 3260

The recommended bike lanes/separated bike lanes are:

- The shoulder along US 27 from the bypass and continuing north on KY 2227 until Somersplash

The recommended separated trail/shared-use paths are:

- A continuation of Old Pumpphouse road, along the Caney Fork to KY 2227.

- Continuing north on KY 2227 after Somersplash
- Started at KY 80, headed north on KY 1247, north on KY 39, north on KY 3260
- The bypass around Somerset, KY 80
- A continuation of Oak Leaf Lane to Somersplash.

Communication Goals

Increase
awareness
for the
need of a
pedestrian
plan

Establish
pedestrian
planning
as a top
priority

Create a
demand
for
training

Opportunities for engagement

People

- Engaging community members in planning & prioritizing
- Identifying volunteer groups
- Promote physical activity

Location

- Walkability audits
- Organize history/art walks
- Promote library as community asset: resources, physical activity opportunities

Assessment

- Community input for need and purpose statements
- Mapping, compiling report, GIS

Network

- Why is this important? Identify resources
- Host public meetings

ASSISTANCE & RESOURCES

Partnership for a Fit Kentucky

Training and technical assistance

Easy to use resources

Networking opportunities

Communication tools

Community Engagement

**Target
Audience**

*Who are you
trying to
impact?*

Champions

*Who is the most
excited?*

**Decision
Makers**

*Who can help
make it happen?*

**Worker
Bees**

*Who can
provide staff
time and leg
work?*

Communication Tools

Understanding Your Audience



Partnerships

Cooperative
Extension

Health
Organizations

Schools,
Youth groups

Local Health
Departments

Tourism

Running,
biking, yoga
groups

Main Street
Coordinators

ADD Districts

Local Chefs

Fire and
Police

Local officials

Faith-based

Questions? Comments?

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